



WXLV-TV
3500 Myer Lee Dr
Winston Salem, NC 27101

Target Enterprises
15260 Ventura Blvd
Ste 1240
Sherman Oaks, CA 91403

Contract # 1354460

Schedule Dates 09/24/12-09/30/12
Advertiser Republican Governors Association of NC (32743)
Agency Target Enterprises (2076)
Product POLITICAL CANDIDATE SUPER PAC (ns) (1386)
Brand REP GOVERNORS ASSOC (452580)
Salesperson Millennium/LA, Los Angeles (1101)
Sales Office Millennium Los Angeles
Buyer Name CRANE, CINDIE
Phone/Fax /
CPE 142
Account Types National/Political Candidate Agency BRD
Billing Type Weekly/Irregular
Comments REP GOVERNORS ASSOC
JENNA AVISHAY
SHARE = 8%

Date Entered 08/14/12
Last Modified 08/14/12
Entered By Lisa Carter
CO-OP No
Headline # ECR09790669
Demo A35+R
Order Type Normal
Package Deal
Commission % 15.00
Commission \$465.00
Net Total \$2,635.00
Sales Tax

Greensboro (WXLV)		
By Broadcast Month	Spots	Rate
Sep. 2012	31	\$3,100.00
Grand Total:	31	\$3,100.00

Line	Line Type / Break Type (Ref #)	Dates	Sec	Length	Run Times	SPW	Mo	Tu	We	Th	Fr	Sa	Su	Spots	Rate	Total	Station	Comments	Entered
1.0	Normal Line / SPOT (1)	09/24/12-09/28/12	4	:30	10A- Peoples Court	1	1	1	1	1	1			5	\$60.00	\$300.00	Greensboro (WXLV)	PEOPLES COURT	8/14/12
2.0	Normal Line / SPOT (2)	09/24/12-09/28/12	4	:30	10:58-25A- ABC-The View	1	1	1	1	1	1			5	\$60.00	\$300.00	Greensboro (WXLV)	THE VIEW	8/14/12
3.0	Normal Line / SPOT (3)	09/24/12-09/28/12	4	:30	12P- 1P (EST)	1	1	1	1	1	1			5	\$60.00	\$300.00	Greensboro (WXLV)	MILLIONAIRE	8/14/12
4.0	Normal Line / SPOT (4)	09/24/12-09/28/12	4	:30	7P- 7:57P (EST)	1	1	1	1	1	1			5	\$200.00	\$1,000.00	Greensboro (WXLV)	FAMILY FEUD	8/14/12
5.0	Normal Line / News (5)	09/24/12-09/28/12	4	:30	11:01P- News- News 14 Carolina on ABC 45 at 11pm	1	1	1	1	1	1			5	\$160.00	\$800.00	Greensboro (WXLV)	NEWS14 ABC45	8/14/12
6.0	Normal Line / SPOT (6)	09/24/12-09/28/12	4	:30	11:35P- ABC-Nightline	1	1	1	1	1	1			5	\$60.00	\$300.00	Greensboro (WXLV)	NIGHTLINE	8/14/12
7.0	Normal Line / SPOT (7)	09/30/12-09/30/12	4	:30	10:58-40A- ABC-This Week								1	1	\$100.00	\$100.00	Greensboro (WXLV)	THIS WEEK	8/14/12

CONFIRMATION CONTRACT

Accepted-Agency/Advertiser: _____ Date: _____
Accepted-Station: _____ Date: _____
Comments: _____



Rep Firm	
Sales Office () LOS ANGELES
Salesperson () JENNA AVISHAY
Salesperson Phone#	323-966-5205
Salesperson FAX#	917-206-9005

— CONTRACT COMMENT —

*****NONDISCRIMINATION***** PARAGRAPHS 49 AND 50 OF THE UNITED STATES FEDERAL COMMUNICATIONS COMMISSION'S REPORT AND ORDER NO. 07-217 PROVIDES THAT BROADCAST STATIONS' ADVERTISING CONTRACTS WILL NOT DISCRIMINATE ON THE BASIS OF RACE OR ETHNICITY, AND MUST CONTAIN NONDISCRIMINATION CLAUSES. CONSISTENT WITH THIS ORDER, KATZ COMMUNICATIONS, INC. (INCLUDING ANY SUBSIDIARY OR DIVISION OF KATZ) DOES NOT DISCRIMINATE IN ANY BROADCAST ADVERTISING CONTRACTS. ON THE BASIS OF RACE OR ETHNICITY AND EVALUATES, NEGOTIATES AND COMPLETES ITS BROADCAST ADVERTISING CONTRACTS WITHOUT REGARD TO RACE OR ETHNICITY.

Ln	Day	Dates	Time	Program	Len	Rate	Spots/Week	# of Weeks	Total Spots	Total Cost
1	M-F	09/24-09/28	10A-11A	PEOPLES COURT	.30	\$60.00	5	1	5	\$300.00
Rating: 1.6										
Buyline Comment: MOVING SPOTS FROM HL#9796794										
Sales Remark: VI MOVING SPOTS FROM HL#9796794										
2	M-F	09/24-09/28	11A-12P	THE VIEW	.30	\$60.00	5	1	5	\$300.00
Rating: 1.5										
Buyline Comment: MOVING SPOTS FROM HL#9796794										
Sales Remark: VI MOVING SPOTS FROM HL#9796794										
3	M-F	09/24-09/28	12P-1P	MILLIONAIRE	.30	\$60.00	5	1	5	\$300.00
Rating: 1.0										
Buyline Comment: MOVING SPOTS FROM HL#9796794										
Sales Remark: VI MOVING SPOTS FROM HL#9796794										
4	M-F	09/24-09/28	7P-8P	FAMILY FEUD	.30	\$200.00	5	1	5	\$1,000.00
Rating: 3.2										
Buyline Comment: MOVING SPOTS FROM HL#9796794										
Sales Remark: VI MOVING SPOTS FROM HL#9796794										
5	M-F	09/24-09/28	11P-1135P	NEWS14 ABC45	.30	\$160.00	5	1	5	\$800.00
Rating: 1.4										
Buyline Comment: MOVING SPOTS FROM HL#9796794										
Sales Remark: VI MOVING SPOTS FROM HL#9796794										

Rep Order# 9790669 Ver# 1 Status New

Traffic Order#

Printed: 08/14/2012 9:10 AM
Last Received: 08/13/2012 5:32 PM
Showing Buylines: All Lines

2 of 2

Station WXLV-TV GREENSBORO/W.SALEM
Advertiser () POLITICAL ISSUE GROU
Product REP GOVERNORS ASSOC
Estimate# 142
Buyer CINDIE CRANE
Phone#
Fax#

Agency () TARGET ENTERPRISES
15260 VENTURA BLVD, SUITE 1240
SHERMAN OAKS, CA 91403
Agency C/P1/P2/E //142
Flight Dates 09/24/2012 - 09/30/2012
Hiatus Weeks

Rep Firm
Sales Office () LOS ANGELES
Salesperson () JENNA AVISHAY
Salesperson Phone# 323-966-5205
Salesperson FAX# 917-206-9005

Ln	Day	Dates	Time	Program	Len	Rate	Spots/Week	# of Weeks	Total Spots	Total Cost
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6	M-F	09/24-09/28	1135P-1205A	NITELINE	.30	\$60.00	5	1	5	\$300.00
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Rating: 1.0

Buyline Comment: MOVING SPOTS FROM HL#9796794
Sales Remark: V1 MOVING SPOTS FROM HL#9796794

7	SU	09/30-09/30	11A-12P	THIS WEEK	.30	\$100.00	1	1	1	\$100.00
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Rating: 1.0

Buyline Comment: MOVING SPOTS FROM HL#9796794
Sales Remark: V1 MOVING SPOTS FROM HL#9796794

---REPORT TOTALS---

Report Totals. 31 / \$3,100.00

---SALES MONTHLY TOTALS---

Sep 12. 31 / \$3,100.00

Sales Totals. 31 / \$3,100.00

Station Totals. 31 / \$3,100.00

Lines not sent/rcld/rtrn. 0 / \$0.00

---COMPETITIVE---

Market Totals \$38,750

CABL	0%	UNKN	0%	WBFX	0%	WCWG	0%	WFTV	9%
WGHP	58%	WMYV	8%	WUPN	0%	WXII	17%	WXLV	8%

BOOKS null
Demos RA35+

8/12/12

2635/0.5